

Monika Sehrawat, 26

MASTERS' UNION

Product management | Ex- Project Management and Business Analytics, American Express

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PROFILE SUMMARY

- 4 years of experience in **project management, business analytics, operations, performance management and strategy**
- Proficiency in tools like **Tableau, Power BI, JIRA, SQL, Figma, Adobe XD**, exposure to **management strategy, and consumer behavior**

PROFESSIONAL EXPERIENCE

Project Manager (Product), American Express | Feb '19 - Aug '21

- **Automated entire dispute-operations** via migration from transaction processing tool, DSP to highly automated tool, GDM; performed an efficient comparative analysis and successfully launched new product resulting into rise in operational efficiency of 31% at Amex
- **Supervised the process of credit card customer journey of 250+ customers by driving consumer insights, highlight gaps, perform root cause analysis, and implement improvements & solutions** and was elected in the **elite special handling team (20/250+)**
- **Managed 2 concurrent projects end to end** and delivered strategic visions and roadmap by closely working with Senior Leadership and analysing patterns/trends, and outliers in the data which **helped in improving VOCM-customer satisfaction metric by 35%**
- **Led a team of 15+ CCPs-Customer Service Analysts** which involved mentoring teams on organizational processes, procedures and collaborated with partner teams to streamline case flows and case setup detects **and saved Amex Write Offs of amount \$1.5M**
- Facilitated sessions basis specific agenda to **improve Value Generation** for Customer care professionals in both Operations and Training
- Created and presented weekly reports/dashboards showcasing the CCPs performance using **Tableau** and framed strategic documents
- Received **Global Recognitions Award in Excellence and Customer Satisfaction '20** and **Youngest Lead Business Analyst Award '19**

Lead Business Analyst (Analytics), American Express | Aug '17 - Jan '19

- **Assisted analytics teams in enhancing flexibility of membership reward program** by delivering consumer insights and trends of 30% of International customers who never redeem reward points and helped blockchain team to offer relevant offers to relevant customers
- **Collaborated with internal and external stakeholders** to develop comprehensive business requirements and assuring customer satisfaction in all phases of service
- **Co-ordinated with 10 Team Leaders from Operations and 150+ Customer Service Analysts** to strategize upon goodwill write off policies and provided key performance metrics in order to **avoid Amex error write offs and improve customer retention**
- Discovered insights for **strategic decisions**, uncovered **optimization opportunities** by using advanced hive optimization techniques
- Built **data visualizations** and provided product analytic support to client and leaders and helped in executing roadmap activities
- Conducted feedback sessions to address loopholes from both compliance and value generation perspectives to maintain performances

Co-founder and Product Head - Librettoheels | Sept '21 - Present

- Building an end to end e-commerce platform for convertible high heel that easily turns into flat and working on its PRD
- Conducted market research and focus group discussions based on certain customer personas and generated insights on their painpoints along with evaluating qualitative and quantitative analysis of market trends and defining positioning and GTM strategies

EDUCATION

- PGP in **Technology and Business Management**, Masters' Union, **Malavika R Harita Merit Scholar** | 2021 - 22
- B. Tech in **Computer Science and Engineering**, GD Goenka University, **Dean's List Student - Merit Scholar** | 2013 - 17

INTERNSHIP / ACADEMIC PROJECTS

Cofounder and Product Head, Libretto | Jul '21 - Nov'21

- **Built an end to end e-commerce platform** for selling theme based Custom T-Shirts and achieved revenue of \$4.2k in first week
- Won Masters' Union Dropshipping business competition for gaining the highest profit margins of \$2k

HCL Info system Pvt. Ltd., KPMG | Jan '17 - May '17

- Asset Auditing and Asset management: Drive the project to secure all the systems of KPMG from Wanna Cry - Ransomware cyber threat and designed SOPs for the organization

Interdisciplinary Project

- Presented a research paper on **Big data Analysis and its analytic approaches** in **REDSET (International Conference 2015 - 16)**

EXTRA-CURRICULAR ACTIVITIES

- **Represented Haryana in Indian Nationals** in athletics - 200m race, and rope skipping | 2011
- **Received National Pride Award 2022** for demonstrating excellence in educating underprivileged children, MediaMahakumbh | 2022
- **Core Member of Product Management Club of Masters' Union** | Sept '21- Present
- Recognized as active and supportive **Jury Member in International Symposium on Computational Intelligence, MRIIRS** | April '22
- **President of Core-committee** of the college and brought sponsorships worth Rs 2 Lac+ for the events each year | 2014 - 17
- **Captain of Amex Basketball Team including players from different nationalities** and hosted the Company's Annual Show 2019